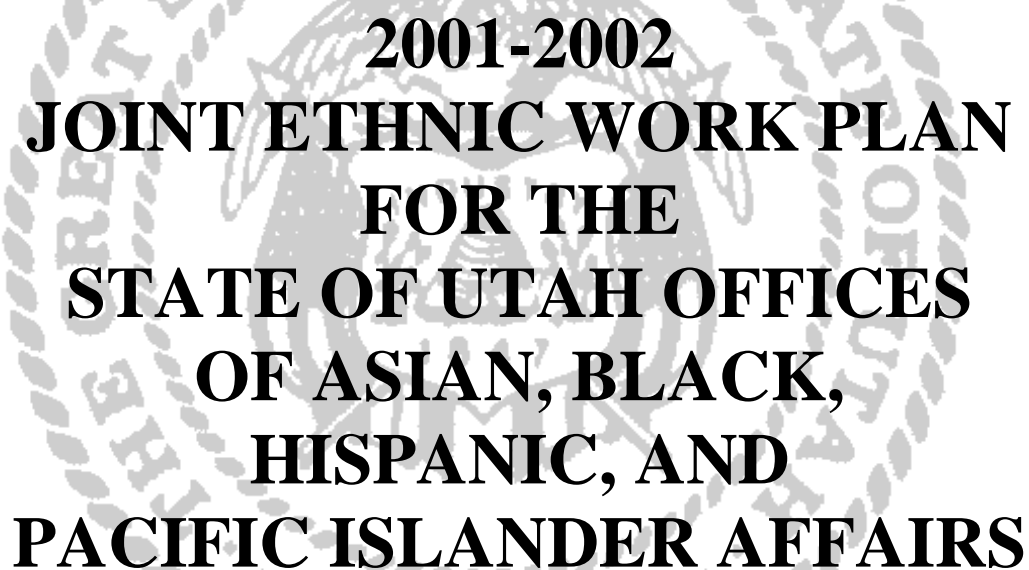


State of Utah

Division of Community
Development

A large, faint, circular seal of the State of Utah is visible in the background. It contains the text "THE GREAT SEAL OF THE STATE OF UTAH" around the perimeter and "1896" at the bottom. In the center is an eagle with a shield on its chest, holding an olive branch and arrows.

2001-2002 JOINT ETHNIC WORK PLAN FOR THE STATE OF UTAH OFFICES OF ASIAN, BLACK, HISPANIC, AND PACIFIC ISLANDER AFFAIRS

In collaboration
with the
Martin Luther King, Jr., Human Rights Commission

TABLE OF CONTENTS

Division Director's Message.....	Page 1
Introduction.....	Page 2
Executive Orders.....	Page 3-5
History	Page 6
Organizational Chart.....	Page 7
Teamwork Strategy.....	Page 8
Objectives.....	Page 9
Strategic Plan.....	Page 10-13
Martin Luther King, Jr. Commission Strategic Plan.....	Page 14-20





Division Director's Message

Utah's history is rich with customs, cultures and people from all over the globe. This diversity has made Utah what it is today. As in the past, we continue to see great contributions made to the state from our ethnic citizens. For more than a decade, the state's ethnic offices have contributed to the success of ethnic businesses and organizations and represented important voices in state government.

I am pleased to present the Ethnic Offices' Work Plan for the year 2001-2002. This year the offices will continue to work on objectives in areas such as Criminal Justice, Economic Opportunities, Education, Health, G.I.F.T., Resource for Government and Citizens, and the Salt Lake Olympic Legacy.

I commend the directors and staff for excellent teamwork to meet the needs of all ethnic citizens of the state.

Sincerely,

A handwritten signature in cursive script that reads "Kerry W Bate".

Kerry William Bate, Director
Division of Community Development





Introduction

The State of Utah Offices of Asian, Black, Hispanic, and Pacific Islander Affairs are mandated by Executive Order to ensure that State Government is responsive to the needs of the ethnic communities. Over the years, the Offices found it essential to develop a Joint Work Plan in order to focus on primary issues that impact the ethnic communities within our state. The 2000-2001 Fiscal year has come to a close and this is the Ethnic Offices' fifth Joint Ethnic Work Plan.

The Ethnic Offices continued to collaborate with the Advisory Councils by conducting meetings with various communities to receive feedback and direction on the Work Plan. From these community meetings, the consistent message received has been the overwhelming impact that education has on the quality of life within the ethnic communities. This has prompted the Ethnic Directors to place a greater emphasis on educational issues. The ethnic communities concluded that in order to maintain the progress on the previous year's objectives, the Ethnic Offices should proceed with the same objectives in the 2001-2002 Joint Ethnic Work Plan.

Our work with the Governor's Initiative on Families Today (G.I.F.T.) will continue by organizing conferences for the ethnic communities to enhance family values and recognize Young Achievers. In addition, we will be encouraging ethnic communities to participate in the 2002 Salt Lake Olympic legacy.

A handwritten signature in black ink, appearing to read "Moon W. Ji".

Moon W. Ji, Director, Asian Affairs

A handwritten signature in black ink, appearing to read "Montone White".

Montone White, Director, Black Affairs

A handwritten signature in black ink, appearing to read "Leticia Medina".

Leticia Medina, Director, Hispanic

A handwritten signature in black ink, appearing to read "William P. Afeaki".

Affairs William P. Afeaki, Director,
Pacific Islander Affairs





Michael O. Leavitt
Governor
Executive Order

**CREATING THE STATE OF UTAH OFFICES OF ASIAN,
BLACK, HISPANIC, AND POLYNESIAN AFFAIRS**

Whereas, Utah state government should be responsive to all citizens of the State of Utah; and

Whereas, close communication between citizens and the Governor is necessary to maintain a responsive government; and

Whereas, it is in the best interest of the State of Utah and its citizens for state government to advocate and promote cooperation and understanding between government agencies and ethnic citizens;

Now, Therefore, I, Michael O. Leavitt, Governor of the State of Utah, by virtue of the authority vested in me by the Constitution and laws of the State of Utah, do hereby order as follows:

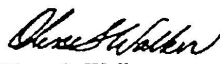
1. There is created the State of Utah Offices of Asian, Black, Hispanic, and Polynesian Affairs. The Governor shall appoint a director for each office who shall serve at the pleasure of the Governor.
2. The director of each office shall conduct the following activities to determine whether state issues impacting Asian, Black, Hispanic, and Polynesian citizens are being addressed by state government:
 - a. Meet with the Asian, Black, Hispanic, and Polynesian Advisory Councils on a regular basis to address each council's findings and recommendations regarding state government's level of responsiveness;
 - b. Review state policy, agencies, programs, and projects to determine the impact on Asian, Black, Hispanic, and Polynesian citizens of Utah;
 - c. Inform and recommend the state agencies and other entities how they can increase or improve their level of responsiveness to ethnic citizens;
 - d. Serve as a resource for state government so it can increase or improve its level of responsiveness to ethnic citizens;



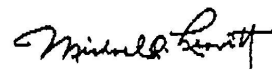
- e. Develop a work plan that addresses identified state issues and sets monitoring strategies;
 - f. Inform Asian, Black, Hispanic, and Polynesian citizens about state government's resources; and
 - g. Report to the Governor's Office on an annual basis about state government's responsiveness to Asian, Black, Hispanic, and Polynesian citizens of Utah and other issues impacting these citizens;
3. The directors of each office shall coordinate resources and activities to increase the level of responsiveness of state government to all ethnic citizens.
 4. The director of the Division of Business and Economic Development within the Department of Community and Economic Development shall supervise the directors of the State of Utah, Offices of Asian, Black, Hispanic, and Polynesian Affairs.
 5. The Department of Community and Economic Development shall provide office space and necessary administrative support to assist the director in performing his or her duties. The types and kind of support shall be determined by the executive director of the Department of Community and Economic Development.
 6. Funding for the State of Utah, Offices of Asian, Black, Hispanic, and Polynesian Affairs shall be contingent upon appropriations from the Legislature.
 7. This supersedes any previous Executive Orders relating to these offices.



ATTEST:


Olene S. Walker
Lieutenant Governor

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Utah. Done at the State Capitol in Salt Lake City, Utah, this 20th day of August, 1996.


Michael O. Leavitt
Governor



Michael O. Leavitt
Governor
Executive Order

**Changing the Name of the State of Utah Office of Polynesian Affairs and of
the Polynesian Advisory Council to the State Office of Pacific Islander Affairs
and the Pacific Islander Advisory Council.**

Whereas, the State of Utah Office of Polynesian Affairs was created within the Department of Community and Economic Development by an executive order dated August 20, 1996;

Whereas, the Polynesian Advisory Council was created by a separate executive order of the same date; and

Whereas, it is now desirable to change the name of both of these bodies to identify more appropriately the communities and individuals served by the office and the council;

NOW THEREFORE, I, Michael O. Leavitt, Governor of the State of Utah, by virtue of the authority vested in me by the Constitution and laws of the State of Utah, hereby order as follows:

1. The State of Utah Office of Polynesian Affairs shall henceforth be known as the State Office of Pacific Islander Affairs.
2. The Polynesian Advisory Council shall henceforth be known as the Pacific Islander Advisory Council.
3. This executive order does not alter the organization, function, authority, responsibility, or purpose of the office or the council, as currently set forth in the executive orders creating those bodies dated August 20, 1996. Those orders remain in effect in all respects except for the name change.

IN WITNESS WHEREOF, I have her unto set my hand and cause to be affixed
the Great Seal of the State of Utah. Done at the State Capitol in Salt Lake City,
Utah, this 16th Day of December, 1999.

STATE ETHNIC OFFICES
2001-2002 Joint Ethnic Work Plan

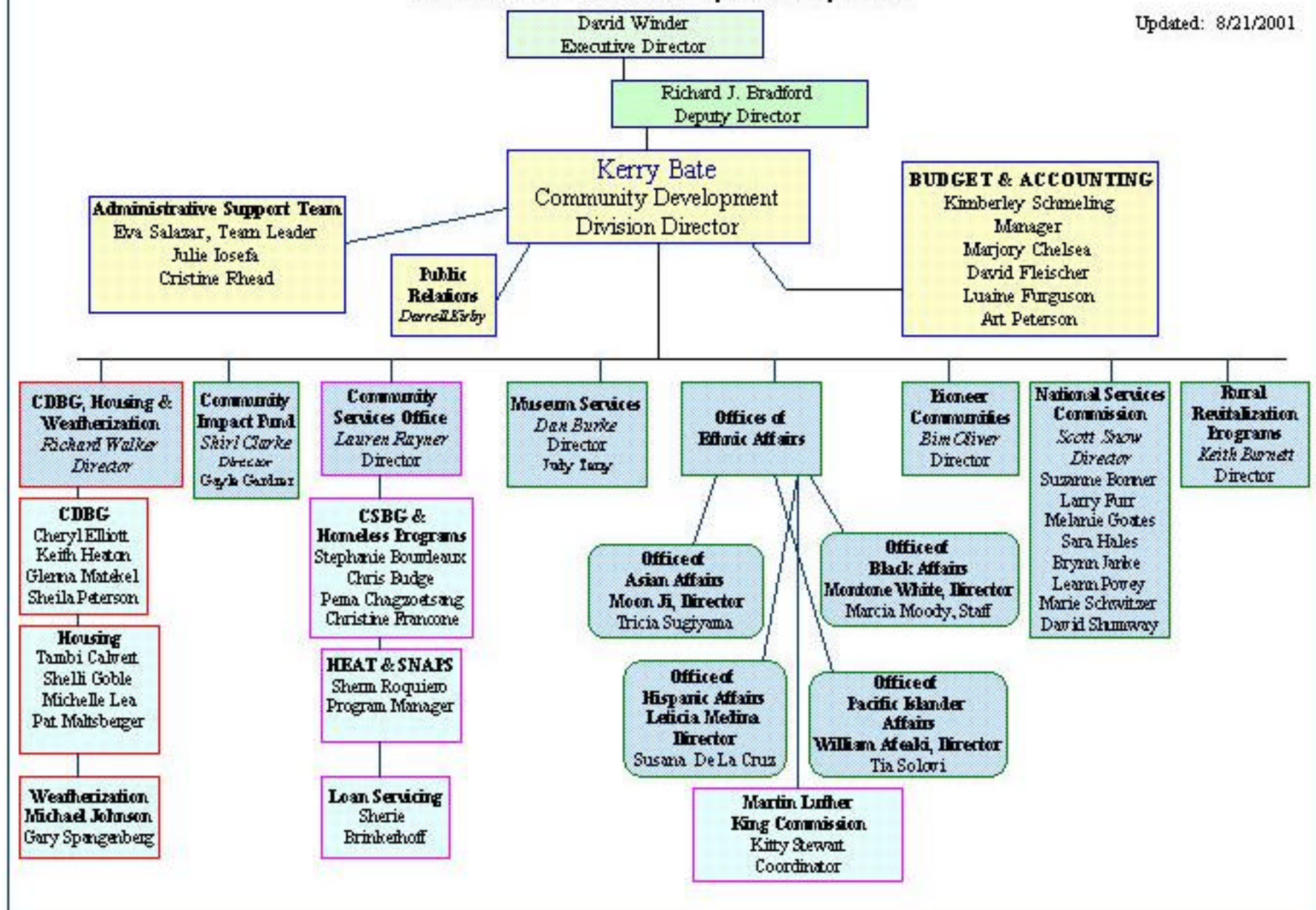
Page 6

History	1995 LEGISLATIVE STUDY	1996 ETHNIC TASK FORCE	NEW EXECUTIVE ORDERS AND 1997-1998 JOINT ETHNIC WORK PLAN	JOINT ETHNIC WORK PLAN 1998-1999 1999-2000 AND 2000-2001
<p>The Ethnic Offices and Advisory Councils were created by Executive Orders. Initially, the appointees served as ombudsmen between ethnic citizens and state government. These positions evolved into directors addressing policy making issues.</p> <p>Creation of the Ethnic Offices:</p> <p>1972 - Office of Black Affairs and the Black Advisory Council 1973 - Office of Hispanic Affairs and the Hispanic Advisory Council 1980 - Office of Asian Affairs and Asian Advisory Council 1988 - Polynesian Advisory Council under the Office of Asian Affairs 1994 - Office of Polynesian Affairs 1998- Partnership with Division of Indian Affairs. 2000- Office of Polynesian Affairs became the Office of Pacific Islander Affairs.</p>	<p>1. The 1995 Legislative Appropriations Committee allocated \$25,000 to study the purpose of the Ethnic Offices and the Ethnic Councils.</p> <p>2. Bonneville Research conducted the study and identified the following issues:</p> <ul style="list-style-type: none"> * The 1994 Executive Order should be rewritten * Constituents. * Establish Subcommittees * Ethnic Offices should remain as part of the Division of Business and Economic Development. * Funding through an approved annual work program. * Clarification of the roles and responsibilities of the Offices of Ethnic Affairs and the Advisory Councils. 	<p>1. The 1996 Legislative Appropriations Committee proposed that an Ethnic Task Force be created.</p> <p>2. The Ethnic Task Force met for several months to address issues identified during the 1996 Legislature. The Task Force was composed of legislators, community leaders and state administrators.</p> <p>3. The Ethnic Task Force was facilitated by Phyllis Caruth. The Task Force addressed the following areas:</p> <ul style="list-style-type: none"> * Vision * Mission * Reporting Structure * Accounting * Process for communicating with the governor * Executive Order/Clarification * Policy-internal and external * Customers * Services and Programs * State Agencies, Governor's Office, Information/Referral, and Community Relations. * Statement of Work * Deliverables * Training * Physical Location of the Ethnic Affairs Office * Funding and Staffing 	<p>1. After reviewing the 1996 Ethnic Task Force recommendations, the Governor's Office rewrote and issued two Executive Orders to outline the work of the offices and councils.</p> <p>2. The Ethnic offices and the Advisory Council convened a number of community meetings to identify issues of concern from the ethnic citizens of Utah.</p> <ul style="list-style-type: none"> * Access to Public Services * Advisory Councils * Criminal Justice System (Adults) * Criminal Justice System (Juveniles) * Discrimination * Diversity Training * Economic Opportunities * Education * Health * Welfare Reform 	<p><u>1998-1999 Joint Ethnic Work Plan</u></p> <p>The Ethnic Offices developed a more in depth focus on the following objectives:</p> <ul style="list-style-type: none"> * Criminal Justice * Economic Opportunities * Education * Health <p>and the Governor Initiative on Families Today (G.I.F.T.)</p> <p><u>1999-2000 Joint Ethnic Work Plan</u></p> <p>In consultation with the Advisory Councils and the ethnic populations of Utah it was felt that the Ethnic Offices will continue with the same objectives. Two additional objectives that would impact the ethnic populations of Utah were also added.</p> <ul style="list-style-type: none"> * Resource for Government and Citizens * 2002 Salt Lake Olympic Legacy <p><u>2000-2001 Joint Ethnic Work Plan</u></p> <p>In consultation with the Advisory Councils, the Ethnic Offices will continue to focus on the same objectives, with an emphasis on Education.</p>

Department of Community & Economic Development

Division of Community Development

Updated: 8/21/2001





TEAMWORK STRATEGY

The directors shall continue to use the teamwork strategy concept that has been used for the last three years. They are teamed in pairs to ensure that the optimum time is spent in working the assigned objectives. The two person teams are responsible for meeting all their objectives' deliverables within the timeline that are laid out in the Work Plan. Also, each Director will work individually with their respective communities and Advisory Council to disseminate the information and findings on each of the objectives.

In putting together the 2001-2002 Joint Ethnic Work Plan, the directors again looked at the assignments and noted that they have been on the same assignments for two consecutive years. The directors agreed that team assignments should be rotated from time to time in order to provide each of the teams with an opportunity to change their focus. This action is noted in this year's Plan, with the team changes of two objectives, Criminal Justice and Economic Opportunities. Furthermore, all directors will provide the added emphasis to Education by assigning each director a specific school district to address ethnic issues in.

TEAM WORK FOR THE 2001-2002 JOINT ETHNIC WORK PLAN	
Objective	Teams
CRIMINAL JUSTICE	Montone White Leticia Medina
ECONOMIC OPPORTUNITIES	Leticia Medina Montone White
EDUCATION	Moon Ji William Afeaki
	William Afeaki Granite District
	Moon Ji Salt Lake District
	Leticia Medina Jordan District
	Montone White Ogden District
HEALTH	William Afeaki Moon Ji
RESOURCE FOR GOVERNMENT AND CITIZENS	Each Director will work individually with their communities and Advisory Councils.
2002 SALT LAKE OLYMPIC LEGACY	Collaborative effort by all Directors
GOVERNOR'S INITIATIVE ON FAMILIES TODAY (G.I.F.T.)	Each Director will work individually with their communities and Advisory Councils.



JOINT WORK PLAN OBJECTIVES

OBJECTIVE # 1: CRIMINAL JUSTICE

Collaborate with the Commission on Criminal and Juvenile Justice (CCJJ) and the Sentencing Commission (SC), the Administration Offices of the Courts (AOC), the Department of Corrections (DC) and the Task Force on Racial and Ethnic Fairness in the Legal System on critical issues impacting ethnic citizens.

OBJECTIVE # 2: ECONOMIC OPPORTUNITIES

Collaborate with the Department of Community and Economic Development (DCED), the Department of Commerce (DOC), the Department of Workforce Services (DWS), housing agencies, the Small Business Administration (SBA), Small Business Development Center (SBDC), and the Utah Business Resource Network (UBRN) to promote economic opportunities, marketable skills, and housing for the ethnic communities.

OBJECTIVE #3: EDUCATION

Collaborate with the Utah State Office of Education (USOE) and four local school districts to address critical issues impacting ethnic students.

OBJECTIVE #4: HEALTH

Collaborate with the State Department of Health (SDH), the Division of Mental Health (DMH), the Department of Human Services (DHS), and local counties to address critical issues impacting the ethnic populations.

OBJECTIVE #5: RESOURCES FOR GOVERNMENT AND CITIZENS

Collaborate with the Governor's Office, State Legislature, State Departments and local governments to ensure responsiveness to the needs of the ethnic citizens in the state.

OBJECTIVE #6: 2002 SALT LAKE OLYMPIC LEGACY

Collaborate with the Department of Community and Economic Development (DCED) and the Salt Lake Olympic Committee (SLOC) to insure ethnic community involvement with the 2002 Winter Olympic Games.

OBJECTIVE #7: GOVERNOR'S INITIATIVE ON FAMILIES TODAY (G.I.F.T.) CONFERENCES

Collaborate with the Governor's Office, the Governor's Initiative on Families Today Office (G.I.F.T.), the Department of Human Services (DHS), and other government agencies to promote and maintain family values and involvement in G.I.F.T. Conferences in the diverse communities in the state.



DCED Ethnic Offices – Criminal Justice

Objective 1

To Address fairness in Criminal Justice System and reduce minority confinement.

Strategy

- To provide staff support to the Disproportionate Minority Confinement (DMC) meetings and insure representation of each ethnic community on the Task Force of Racial and Ethnic Fairness in the Legal System' commission.

Tasks

- Educate communities about legal processes through quarterly symposiums.
- Identify at least 100 attorneys that specialize in the following ethnic issues and disseminate the information on the ethnic websites.
 - ❖ Criminal Law
 - ❖ Immigration
 - ❖ Employment Law
 - ❖ Family Law
 - ❖ Civil Law
- Conduct six trainings to educate the criminal justice system on cultural competency.
- As participants of Peace Officer Standards and Training (POST), Task Force on Racial & Ethnic Fairness in the Legal System, DMC, and the Gang task force, will attend at least 80% of the meetings.
- Recognize three proactive law enforcement agencies and their efforts within the ethnic community.
- Monitor Fairness through two public forums within each ethnic community.

Outcomes

- Increase knowledge of law enforcement and judicial process.
- Provide and maintain credible Attorney lists for ethnic communities.
- Gain media coverage regarding ethnic criminal justice issues.



DCED Ethnic Offices - Economic Opportunity

Objective 2

To increase wealth and economic stability in ethnic communities.

<p>Strategy</p> <ul style="list-style-type: none">Organize one major and five minor Ethnic Business Summits.	<p>Strategy</p> <ul style="list-style-type: none">Collaborate with at least four public and five private sector agencies to increase participation and fair labor practices of ethnic individuals in the labor force.
<p>Tasks</p> <ul style="list-style-type: none">Link financial resources for 100 or more current or potential ethnic business owners.Educate 50 or more ethnic businesses about International markets in collaboration with Division of Business and Economic Development (DBED) and/or Chambers.Assist Small Business Administration (SBA) in promoting business opportunities through six ethnic community events.Establish funded partnership with at least three major financial institutions to co-sponsor ethnic small business development.	<p>Tasks</p> <ul style="list-style-type: none">Meet at least quarterly with Utah Labor Commission (ULC) to ensure fairness in the workforce-safety, worker's comp., wage claim.Refer cases to ULC.Provide information on job opportunities to 200 organizations on at least 2,000 job opportunities during the fiscal year.Conduct 1 to 3 workshops on occupational safety and ULC labor practices for employers and labor force.
<p>Outcomes</p> <ul style="list-style-type: none">Expansion of ethnic owned businesses.Gather feedback from the financial institutions regarding how the partnerships have helped meet their goals.Gain media coverage regarding ethnic economic development.	<p>Outcomes</p> <ul style="list-style-type: none">Decrease ethnic unemployment rates.Increase awareness of employee rights.Increased utilization of ULC services.Increase workers safety for ethnic communities.



DCED Ethnic Offices - Education

<p>Objective 3</p> <p>To improve educational success in ethnic community.</p>

<p>Strategy</p> <ul style="list-style-type: none"> • Collaboration with Martin Luther King, Jr., Human Rights Commission (MLK). 	<p>Strategy</p> <ul style="list-style-type: none"> • Develop partnership with four appropriate school districts.
<p>Tasks</p> <ul style="list-style-type: none"> • Meet at least quarterly with MLK to promote Cultural Education in the following school districts. <ul style="list-style-type: none"> ❖ Salt Lake District (Moon) ❖ Granite District (Bill) ❖ Jordan District (Leticia) ❖ Ogden District (Montone) • Insure that each ethnic office has at least one representative on the MLK Commission. • Support at least six MLK Speakers Bureau activities. 	<p>Tasks</p> <ul style="list-style-type: none"> • Meet quarterly with the following districts' superintendents to increase quality education for ethnic students. <ul style="list-style-type: none"> ❖ Salt Lake District (Moon) ❖ Granite District (Bill) ❖ Jordan District (Leticia) ❖ Ogden District (Montone) • Meet quarterly with Utah State Office of Education (USOE) Dropout Prevention Specialist to gather and update educational statistical data on: <ul style="list-style-type: none"> - Total number of ethnic students - Ethnic drop out rates - ACT, SAT and Advance Test scores for ethnic students. - Ethnic graduation rates - Number of Limited English Proficiency (LEP) Students - "High Risk" populations • The Ethnic Offices will meet quarterly with the Applied Technical Center Board to assist ethnic outreach. • Promote availability of Applied Technical Center resources during at least two events in each ethnic community.
<p>Outcomes</p> <ul style="list-style-type: none"> • Create a better understanding of diversity as evaluated by participants at the end of interactions. • Gain media coverage regarding cultural or diversity education. 	<p>Outcomes</p> <ul style="list-style-type: none"> • Improve test scores- SAT, ACT and advancement tests for ethnic students. • Increase number of Ethnic High School graduates. • Increase ethnic student participation in the Applied Technical Center Programs. • Increase awareness of the Ethnic Offices within the four focus school districts.

DCED Ethnic Offices – Health

Objective 4

To increase health education awareness within ethnic communities.

Strategy

- Assist the Utah Department of Health to organize an annual ethnic health conference.
- Collaborate with 2 to 3 public and/or private health providers on outreach efforts to the ethnic communities.
- Collaborate with the Utah Department of Health on outreach efforts to increase health insurance coverage among the ethnic communities of Utah.
- Collaborate with the Utah Department of health and the Utah Comprehensive Cancer Control Initiative (UCCCI) on cancer outreach efforts to the ethnic communities.
- Assist the Utah Department of Health and the Bureau of HIV/AIDS on the outreach efforts to the ethnic communities.

Tasks

- Increase awareness of ethnic health needs to 100 health care providers.
- Work with 3 to 5 health care providers to implement cultural competency training.
- Increase participation in Children's Health Insurance Program (CHIP) program by ethnic individuals to at least 3%.
- Distribute recommended cancer preventive guidelines through literature and Internet to 1000 members of the ethnic communities to increase the proportion of the ethnic population eating five servings of fruits and vegetables, and engaging regularly in sustained physical activity for at least 30 minutes.
- Increase awareness in the ethnic population of Utah of ongoing early detection efforts on prostate, cervical and breast cancer by distributing and making available published literature to 1000 members of the ethnic communities.
- Inform 1000 members of the ethnic communities about prostate, cervical and breast cancer screening and follow-ups that are available, and of special programs that are in place for low-income families.
- Increase awareness of ongoing outreach efforts on HIV/AIDS by distributing published literature to 1000 members of the ethnic communities.

Outcomes

- Improve health care access for ethnic families.
- Increase awareness of ethnic health needs.
- Increase health insurance coverage for ethnic citizens.
- Increase ethnic population participation in cancer prevention, cancer screening and follow-ups.
- Increase awareness on HIV/AIDS prevention and treatment.
- Gain media coverage regarding ethnic health issues.



The Utah State Martin Luther King, Jr. Human Rights Commission

Goals	Measures (#'s or %'s)	Initiatives (How)	Person(s) Responsible
Involve pre-grade through 12, UEA, PTA, AFP and corporate sector, non-profits and government. (Identify non-profits, business sector and government agencies)	Number of partnerships		
Market the concept, Utilize internet, videotapes, music and media	Number of responses Media coverage Number of hits on web site Number of times used Ongoing		
Partner with public education, NAACP & CBO's in promoting appropriate holiday celebration	Number of organizations/agencies to co-sponsor- 4 minimum Number of schools involved – 4 minimum Number of attendance at each event - Media coverage – who covered each event – KSL, KUER, FOX,		
Soliciting corporate contributions What will we need funds for?	Funds received – pre holiday luncheon, speaker expenses, educational resources,		
Budget Strategically	Percentage of total budget linked to strategies		
Approach legislature for additional funds What will they be used for and how much? Educational resources, outreach,	Percentage of increase in appropriation – 50%? 25%?		
Develop a corporate support package – who are the targeted corporations?	Number of organizations targeted –at least one for each major event- holiday, booths, 10 year reception, conference/networking with regional King organizations, commission training, and adopt a school program		

**The Utah State Martin Luther King, Jr.
Human Rights Commission**

Goals	Measures (#'s or %'s)	Initiatives (How)	Person(s) Responsible
Sponsor(s) to adopt a co-sponsorship model	Number of co-sponsors for various events – NAACP's, NCCJ, Public education, Davis county schools,		
Train commission members on the six principles of non-violence.	September 30, 2001		
Identification of resources to sponsor training.	Number of hours - Percentage of members trained – 100%		
Staff support	Number of objectives achieved – determined by what objectives are		
Stronger networking with regional MLK Commissions	Number of contacts – call King Center to get names etc. Number of meetings – one per year Number of participants – 2-3 from each organization		
Speaker's Bureau, conferences, ethnic offices and councils	Number of presentations – at least one per month Identified from brochure mailing and phone contacts.		



MLK-Education Committee

Goals	Measures	Initiative	Timeline	Person(s) Responsible
Continue with the Adopt-A-School program	Adopt a rural and urban school	Rework application by end of August Attend Superintendents meeting to do a presentation on the Commission and program.		Mark Archuleta-Wheatly Jackie Thompson & Kitty Stewart
Collaborate with the State PTA		Invite state PTA president to brain storming meeting Get on Agenda for meetings Prepare presentation packet		Jackie Thompson & Sherrill Burge & Kitty Stewart
Commission & Speaker's Bureau Training	Getting each Commissioner and volunteer properly trained in several areas	Present R.E.A.C.H. overview to Commission NCCJ awareness training Proper Vocabulary training Updates		Joan Smith
Outreach		Work with teachers on In Service days Get on agenda for luncheons, dinners, receptions etc for other organizations		Freddie Cooper
Booths	Set up at least 8 booth presentations this year	UEA; Women's Conference; WSU Diversity Conference; State Office of Education Conferences; Diversity Conference at BYU; Various festivals etc		Kitty and Committee

MLK-Holiday Committee

Goals	Measures	Initiative	Person(s) Responsible
Partner with public education, NAACP & CBO's in promoting appropriate		Identify & involve CBO's in luncheon and celebration	Spencer
		Build luncheon program around Six Principles	Kitty
		Develop program agenda	Kitty
		Coordinate with NAACP for annual luncheon	Phyllis & Kitty
		Develop proposal for corporate support	Trystan
		Investigate hanging of banners	Kitty
		Present Six Principles plaques to essay winners	Phyllis & Kitty
		Investigate spot for MLK in Salt Lake cultural awareness center	Phyllis

Holiday


Speakers Bureau
MLK-Speakers Bureau

Goals	Measures	Initiative	Timeline	Person(s) Responsible
Conduct "Conversations With" at each major university in the state (see attached list)	Develop relationships with 4 -5 major Universities	Connect with Uof U; WSU; BYU; CEU; SLCC; Utah State; visit representatives to introduce program; include speaker's bureau members and community leaders; decide on topics to be discussed;		
Have a presence at ethnic and special events throughout state	Participate in discussion panels, have booths	Develop a list of activities with the Commission & Ethnic offices.		
Redesign Speaker's Bureau brochure and disseminate to appropriate groups	Mail to all groups that might be interested	Develop list of appropriate groups for mailing		
Media coverage of each event	Notification of events to media	Have media notified of each event		Darrell Kirby
Have general statistics for each ethnic group available for each speaker		Contact Ethnic Offices for statistical information.		
Collaborate with Education Committee		Determine where the need is.		



MLK-Speaker's Bureau

Suggested Activities By Month

MONTH	ACTIVITY
January	Martin Luther King, Jr. Holiday "Conversation with Bill Haley"
February	Black History Month "Conversation with"
March	St. Patrick's Day "Conversation With" someone of Irish decent or about Irish history in Utah
April	Easter/Passover Discussion about religion in Utah & American history
May	Cinco de Mayo/Gay Pride Month Join in celebrations already planned
June	Flag Day Discussion with retired military personnel re: patriotism
July	Fourth of July Combine this with the June discussion
August	10 Year Anniversary Celebration
September	Hispanic Heritage Month Discussion on Hispanic culture and history in Utah/Nation
October	Columbus Day Cultural Perspectives (R.E.A.C.H.)
November	Thanksgiving
December	Christmas/Hannaka/Qwaanza

MLK-Public Relations Committee

Goals	Measures	Initiative	Timeline	Person(s) Responsible
Help raise funds for the Education Committee activities	\$2,500	Adopt A School Program		Entire Committee
	\$1,000	Printing of materials		
	\$1,000	Paying for Commission trainings		
	\$1,000	Pay fees for booths		
Raise funds for Holiday Committee activities	\$12,500	Holiday Luncheon & Speaker fees		Entire Committee
	\$1,500	Tables for NAACP luncheon		
	\$10,000	Purchase of Banners		
	\$200	Six Principle plaques for Essay winners		
Raise funds for Speakers Bureau activities	\$1,000	Printing of brochures		Entire Committee
	\$1,000	Travel & expenses		
Build partnerships with large and small corporation and businesses		Produce a packet to distribute to corporate and community organizations	End of August?	Steve Allnat
Generate a Tier Two list of small business to contact		Same as above	End of August?	Entire Committee
Design Commission letterhead			ASAP	Kitty & Steve

TOTAL**\$31,700.00 ***

***This total amount is a preliminary figure and has not yet been raised but the Committee members feel the goal is reachable.**